

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method ~~of creating interactive visual content for display by a viewing application executing on a computer, the method~~ comprising:

receiving as an input a selection ~~[[of]]~~ identifying a trigger event;

receiving as an input base visual content;

receiving as an input intermediate visual content, each region of the intermediate visual content having a corresponding region in the base visual content;

automatically generating viewing visual content from the base visual content, each region of the viewing visual content having a corresponding region in the base visual content and each region of the intermediate visual content having a corresponding region in the viewing visual content;

automatically identifying ~~a plurality~~ a set of regions of ~~the interactive visual content~~ in which swap visual content is to be displayed later by ~~the~~ a viewing application in place of viewing visual content when the trigger event occurs during execution of the viewing application; and

automatically generating the swap visual content from the intermediate visual content and the set of regions.

2. (Currently Amended) The method of claim 1, further comprising generating instructions operable to cause ~~the~~ a computer executing the viewing application to display the swap visual content in the identified set of regions when the trigger event occurs.

3. (Currently Amended) The method of claim 1, further comprising:

~~receiving as an input base visual content; and~~
~~automatically generating viewing visual content from the base visual content for display~~
by the viewing application generating interactive visual content, the interactive visual content
comprising the viewing visual content and the swap visual content.

4. (Currently Amended) The method of claim [[3]] 1, wherein the trigger event is associated with the base visual content.

5. (Currently Amended) The method of claim [[3]] 1, further comprising providing a content division structure that divides the viewing visual content into a plurality of sections, and wherein automatically identifying the plurality set of regions ~~of the interactive visual content~~ includes automatically identifying those sections of the viewing visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

6. (Currently Amended) The method of claim [[3]] 1, further comprising providing a content division structure that divides the viewing visual content into a plurality of sections, and wherein each section of the viewing visual content has a corresponding section in the base visual content.

7. (Original) The method of claim 6, wherein automatically generating viewing visual content includes generating a viewing image file for each section of the viewing visual content.

8. (Original) The method of claim 6, wherein the intermediate visual content includes a plurality of sections, each section of the intermediate visual content having a corresponding section of the base visual content.

9. (Currently Amended) The method of claim [[8]] 5, wherein automatically identifying those sections ~~of the interactive visual content~~ in which swap visual content is to be displayed by the viewing application when the trigger event occurs includes determining, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

10. (Original) The method of claim 9, wherein a pixel-by-pixel comparison is performed in order to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

11. (Original) The method of claim 9, wherein automatically identifying those sections of the viewing visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs includes, for each section of the intermediate visual content:

A2. calculating an intermediate checksum for that section of the intermediate visual content;
 calculating a base checksum for the corresponding section of the base visual content; and
 if the intermediate checksum differs from the base checksum, identifying the section of the viewing visual content associated with that section of the intermediate visual content as a section in which swap visual content is to be displayed by the viewing application when the trigger event occurs.

12. (Original) The method of claim 9, wherein generating the swap visual content includes generating, for each section of the intermediate visual content that visually differs from the corresponding section of the base visual content, a swap image file derived from that section of the intermediate visual content.

13. (Currently Amended) The method of claim [[3]] 1, further comprising:

 providing a content division structure that divides the viewing visual content into a plurality of sections; and

 generating instructions operable to cause the computer executing the viewing application to display the sections of the viewing visual content in a table.

14. (Original) The method of claim 1, wherein receiving intermediate visual content includes providing a user interface enabling a designer to edit intermediate visual content as an integral unit.

15. (Currently Amended) A computer program product, tangibly stored on a computer-readable medium, ~~for generating interactive visual content to be displayed by a viewing application executing on a computer,~~ comprising program instructions operable to cause a ~~programmable processor computer~~ computer to:

receive as an input a selection ~~[[of]]~~ identifying a trigger event ~~associated;~~

receive as an input base visual content;

receive as an input intermediate visual content, each region of the intermediate visual content having a corresponding region in the base visual content;

generate viewing visual content automatically from the base visual content, each region of the viewing visual content having a corresponding region in the base visual content and each region of the intermediate visual content having a corresponding region in the viewing visual content;

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automatically identify a ~~plurality set~~ of regions ~~of the interactive visual content~~ in which swap visual content is to be displayed later by ~~[[the]]~~ a viewing application in place of viewing visual content when the trigger event occurs during execution of the viewing application; and

automatically generate the swap visual content from the intermediate visual content and the set of regions.

16. (Currently Amended) The computer program product of claim 15, further comprising program instructions operable to cause the ~~programmable processor computer~~ computer to generate output instructions operable to cause ~~the~~ a computer executing the viewing application to display the swap visual content in the identified regions in response to a later occurrence of ~~when~~ the trigger event ~~occurs~~.

17. (Currently Amended) The computer program product of claim 15, further comprising program instructions operable to cause the ~~programmable processor computer~~ computer to:

receive as an input base visual content; and

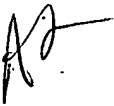
automatically generate viewing visual content derived from the base visual content for display by the viewing application.

18. (Original) The computer program product of claim 17, wherein the trigger event is associated with the base visual content.

19. (Currently Amended) The computer program product of claim 17, further comprising program instructions operable to cause the ~~programmable processor~~ computer to:

provide a content division structure that divides the viewing visual content into a plurality of sections; and

automatically identify those sections of the visual content in which swap visual content is to be displayed by the viewing application in response to a later occurrence of ~~when~~ the trigger event occurs.

 20. (Currently Amended) The computer program product of claim 17, further comprising program instructions operable to cause the ~~programmable processor~~ computer to provide a content division structure that divides the viewing visual content into a plurality of sections, and wherein each section of the viewing visual content has a corresponding section in the base visual content.

21. (Currently Amended) The computer program product of claim 20, further comprising program instructions operable to cause the ~~programmable processor~~ computer to generate a viewing image file for each section of the viewing visual content.

22. (Original) The computer program product of claim 20, wherein the intermediate visual content includes a plurality of sections, each section of the intermediate visual content having a corresponding section of the base visual content.

23. (Currently Amended) The computer program product of claim 22, further comprising program instructions operable to cause the ~~programmable processor~~ computer to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

24. (Original) The computer program product of claim 23, wherein a pixel-by-pixel comparison is performed in order to determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content.

25. (Currently Amended) The computer program product of claim 23, further comprising program instructions operable to cause the ~~programmable processor~~ computer to, for each section of the intermediate visual content:

A.2
calculate an intermediate checksum for that section of the intermediate visual content;
calculate a base checksum for the corresponding section of the base visual content; and
if the intermediate checksum differs from the base checksum, identify the section of the viewing visual content associated with that section of the intermediate visual content as a section in which swap visual content is to be displayed by the viewing application in response to a later occurrence of ~~when~~ the trigger event ~~occurs~~.

26. (Currently Amended) The computer program product of claim 23, further comprising program instructions operable to cause the ~~programmable processor~~ computer to generate, for each section of the intermediate visual content that visually differs from the corresponding section of the base visual content, a swap image file derived from that section of the intermediate visual content.

27. (Currently Amended) The computer program product of claim 17, further comprising program instructions operable to cause the ~~programmable processor~~ computer to:


provide a content division structure that divides the viewing visual content into a plurality of sections; and

generate output instructions operable to cause the computer executing the viewing application to display the sections of the viewing visual content in a table.

28. (Currently Amended) The computer program product of claim 15, further comprising program instructions operable to cause the ~~programmable processor~~ computer to provide a user interface enabling a designer to edit intermediate visual content as an integral unit.

29-33. (Canceled)

34. (New) A computer program product, tangibly stored on a computer-readable medium, comprising instructions operable to cause a computer to:

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- receive as an input a selection identifying a rollover event;
 - receive as an input base visual content and copy the base visual content to intermediate visual content;
 - receive as an input edits to the intermediate visual content;
 - generate viewing visual content from the base visual content for display by a viewing application;
 - provide a content division structure that divides the viewing visual content into a plurality of sections, wherein each section of the viewing visual content has a corresponding section in the base visual content and a corresponding section in the intermediate visual content;
 - generate a viewing image file for each section of the viewing visual content;
 - determine, for each section of the intermediate visual content, if the corresponding section of the base visual content visually differs from that section of the intermediate visual content; and
 - generate a swap image file for each section of the intermediate visual content that visually differs from the corresponding section of the base visual content.

35. (New) A computer-implemented method comprising:

- receiving as input base visual content, a selection identifying a trigger event, and intermediate visual content, each region of the intermediate visual content having a corresponding region in the base visual content;
- automatically generating viewing visual content from the base visual content, each region of the viewing visual content having a corresponding region in the base visual content and each

region of the intermediate visual content having a corresponding region in the viewing visual content;

using the intermediate visual content to identify automatically a set of regions in which swap visual content is to be displayed by a viewing application in place of viewing visual content when the trigger event occurs during execution of the viewing application;

automatically generating the swap visual content from the intermediate visual content and the set of regions; and

generating interactive visual content, the interactive visual content comprising the viewing visual content and the swap visual content.
